

Case Study 03 — Branded Drinkware for Multi-Use Campaigns

Sector: Corporate / Events / Hospitality

Challenge

A promotional campaign required drinkware options across different usage contexts and budgets. The key challenge was choosing products that could carry the brand well while remaining practical for repeated use and scalable quantities.

Solution

- Compared insulated thermos, water bottle and mug formats based on campaign use.
- Matched branding method to surface and artwork rather than forcing one print process across all items.
- Created a tiered shortlist: practical / standard / premium.
- Planned packaging and shipping based on fragility and product geometry.

Outcome

The campaign was structured around product-role fit: everyday utility for broad distribution and higher-value drinkware for priority recipients. This supports a more intentional brand experience than selecting one generic item for every audience.
